

**THE NAVAJO NATION**  
**Department of Personnel Management**  
**JOB VACANCY ANNOUNCEMENT**

REQUISITION NO: DOT1018386

DATE POSTED: 12/30/13

POSITION NO: 242835

CLOSING DATE: 01/13/14

POSITION TITLE: Senior Public Information Officer

DEPARTMENT NAME / WORKSITE: NDOT Executive Office - Tse Bonito, NM

WORK DAYS: Mon-Fri REGULAR FULL TIME: ☒ GRADE/STEP: Y64A

WORK HOURS: 8:00am-5:00pm PART TIME: ☐ NO. OF HRS./WK.:            \$ 39,228.80 PER ANNUM

SEASONAL: ☐ Duration:            \$ 18.86 PER HOUR

TEMPORARY: ☐           

**DUTIES AND RESPONSIBILITIES:**

This position requires work of moderate difficulty in researching, administering, and coordinating a wide range of public relations activities. Provides multimedia news coverage of NDOT news and events in the mediums of print, photography, videography, web, and podcasts; to formulate and execute marketing plans and media strategies to create favorable public image. Multi-tasking to keep the general public and stakeholders informed of NDOT programs, issues, and accomplishments. Responsible for creating press release, newsletters, advertisements, presentations, advertisements, social media updates, reports, speeches, scripts (radio and video), videos, website updates, public service announcements, media advisories, podcasts, graphic designs, transcriptions and other publications as necessary. Distribution of newsletters, press releases, advertisements, videos, podcasts, bulletins, and summaries for public newspapers, websites, radio stations, television stations, and other media outlets as necessary. Notifies local and national media, including the general public of important news, events, meetings, construction activities, project progress, etc. Researches, develops, and writes talking points for speeches and presentations, furnishes information and photos for media outlets, public service announcements, educational programs, radio, websites, television, and other press sources. Gathers and verifies information through interviews, observations, and research; prepares and organizes new conference, public reports, media kits, and marketing plans. Provides media crisis management; provides states and coordinates information distribution in a spokesperson capacity; assists individuals from other transportation entities. Arranges public appearances with subject matter experts, elected officials, dignitaries and other transportation staff for projects, events and other activities.

**QUALIFICATION REQUIREMENTS:**

**Education, Experience and Training:**

Bachelor's degree in Public Relations, Journalism, Mass Media Communications, Marketing or closely related field; and three (3) years experience in journalism, mass media communications, or public relations; or an equivalent combination of education, training, and experience which provides the capabilities to perform the described duties.

*(In order to receive full credit for education, certification, or licensure, transcripts, copies of degrees, certificates, and other appropriate documents must be submitted along with employment application.)*

**Special Knowledge, Skills and Abilities:**

Applicant must be knowledgeable with NDOT transportation efforts, Navajo chapters, State and Federal DOT's, local and national media outlets; knowledge of public or government organizational processes; current principles, techniques and objectives of public information and relations programs; knowledge of legislative and economic issues affecting the Navajo Nation/NDOT. Applicant must be skilled in evaluating and editing the content, structure and format of a range of written material; skilled in developing design and layout of materials to be published; skilled in applying judgment in the release of confidential information.

**Special Requirements:**

**(Preferred)** Applicant must possess a Valid State Driver's License and the ability to obtain a Navajo Nation Vehicle Operator's Permit within 90 days of employment.

**VETERANS PREFERENCE APPLIES**

**THE NAVAJO NATION GIVES PREFERENCE TO ELIGIBLE AND QUALIFIED APPLICANTS IN ACCORDANCE WITH THE NAVAJO PREFERENCE IN EMPLOYMENT ACT.**